

# Curtiss

## Speed with Safety



### LIEUT. MAUGHAN SUCCEEDED WITH THIS COMBINATION

When the Army Air Service decided to demonstrate to the world the mobility of American aircraft, they chose a Curtiss product.

Lieutenant Maughan's recent flight from New York to San Francisco between the hours of dawn and dusk was accomplished in a Curtiss designed and built Pursuit plane equipped with a Curtiss D-12 motor and a Curtiss-Reed one-piece duralumin propeller.

This threefold combination is indeed hard to beat, as each one preeminently leads its field. The plane of Curtiss design includes all the essentials necessary for high speed racing and high performance military aircraft, among which are:

Extreme maneuverability with comfort and visibility to the pilot at all times.

Multipar cellular wings, with covering of spruce planking instead of fabric—shrapnel proof—no cloth covering to tear off;

Steel tubular fuselage with a readily detachable engine mounting;

Split axle type of landing chassis, in which shocks are

absorbed by rubber discs acting in compression. This chassis, although but a few months old, has already been adopted as the standard type.

Quickly detachable wing or cellular radiators eliminating resistance heretofore required for cooling;

Oil temperature regulator, which permits instantaneous starting, even in the coldest weather, and then maintains the proper temperature of the oil while in flight.

The Curtiss D-12 motor, in addition to holding all the speed records of the world, now has to its credit Lieutenant Maughan's achievement. On account of the small frontal area of the D-12 for the first time the size of the pilot rather than the engine controls the size of the fuselage.

The Curtiss-Reed one-piece duralumin propeller, the safest and most efficient propeller ever tested, is unaffected by hail or rain, tall grass, small particles, age or climatic conditions. It too has done its part in winning these high speed and endurance tests.

The Curtiss Pursuit as a fighting unit has no competitor in the world. It has set new standards for plane, motor, and propeller.

**On September 3rd Lieutenant R. C. Moffatt flew from Boston to New York in 58 minutes !**

**CURTISS AEROPLANE & MOTOR COMPANY, Inc.**  
**GARDEN CITY, L. I.**

**BUFFALO, N. Y.**



# AVIATION

The Oldest American Aeronautical Magazine

OCTOBER 27, 1924

Issued Weekly

PRICE 10 CENTS



End of a Great Flight: The ZR3 is being hoisted into the Latham's shed

## SPECIAL FEATURES

STORY OF THE WICHITA AIR MEET  
THE TRANSATLANTIC TRIP OF THE ZR3  
WATCHING THE DAWN OF COMMERCIAL AVIATION  
THE RICKENBACKER TROPHY RACE FOR LIGHT PLANES

GARDNER PUBLISHING CO., INC.

HIGHLAND, N. Y.

225 FORTY-SEVEN AVENUE, NEW YORK

Entered as Second-Class Matter, May 25, 1920, at the Post Office at Highland, N. Y., under Act of March 3, 1879.

NUMBER  
17

1586

AVIATION

October 27, 1924

## FARMAN SPORT PLANES



FOR THE PILOT OR SPORTSMAN WHO WISHES THE BEST  
Imported from France, where they are built to your order in the Latécoère Aircraft Factory in the World  
1924 MODELS 1-10100 S.F. DELIVERED PHILADELPHIA

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Largest Dealers in Aeronautical Equipment in the Country. Write for our Latest Issue of Special Price Lists Stating What You Are Chiefly Interested In.

OCTOBER 27, 1924

## AVIATION

VOL. XVII. NO. 17

Published every Monday

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GARDNER PUBLISHING COMPANY, Inc., Publishers

GENERAL AND EDITORIAL ROOMS 235 FOURTH AVENUE, NEW YORK

Publishers office  
HIGHLAND, N. Y.

Subscription price: Four dollars per year. Single copies ten cents. Canada, five dollars. Foreign, six dollars a year. Copyright 1924, by the Gardner Publishing Company.

Front cover Monday. Forms close ten days previously. Entered as second-class matter Nov. 22, 1923, at the Post Office at Highland, N. Y., under act of March 3, 1879.

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QUALITY



PERFORMANCE

MAINTENANCE

THREE FIVE CARDINAL VIRTUES  
HAVE NEVER BEFORE BEEN COMBINED TO SO GENEROUS AN EXTENT AS IN THE

## BOEING PURSUIT

IN RECOGNITION OF THIS FACT THE UNITED STATES GOVERNMENT HAS INCLUDED A NUMBER  
OF THESE PLANES IN ITS PRESENT BUILDING PROGRAMBOEING AIRPLANE COMPANY  
CONTRACTORS TO UNITED STATES GOVERNMENT  
GEORGETOWN STATION, SEATTLE, WASH.

Curtiss

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This fireproof combination is indeed hard to beat, as each one previously leads its field. The plane of this Curtiss design includes all the essentials necessary for high speed racing and high performance military aircraft, among which are:

Extreme maneuverability with control and stability in the pilot at all times.

Multiple exhaust ports, with covering of upper plating instead of fabric-covered joint-on cloth covering in rear of

Steel tubular fuselage with a readily detachable engine mount.

Split side type of landing gear in which shocks are

absorbed by rubber shock struts in compression. This device, although but a few months old, has already been adopted in the standard type.

Quickly detachable seats to relieve soldiers eliminating excessive vibration imposed by landing.

Oil temperature regulator, which permits continuous running, even in the coldest weather, and thus saves time, the proper temperature of the oil while in flight.

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CURTISS AEROPLANE &amp; MOTOR COMPANY, Inc.

GARDEN CITY, L. I.

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on runs 35 and 34, with second and third places at the Dayton meet and showed their superiority again at the Wichita meet.

During the flying start, when the bombers got up a speed of 125 m./hr., Curtiss's motor was running badly. But soon he straightened her out on the first lap of the race so he was in a duel. According to Air Service members, the motor was simply due to the fact that the air column was spread for the ship's second speed, so that the engine soon got to the work air from drag. At any rate Curtiss's motor began to slow the way to the crowd. The banking at the point in the lap Martin was a thing of beauty.

Pitts' plane had 130 m./hr. at Dayton and was 30 m. slower at Wichita.

The race was a thriller. Lieutenant Blackburn was given a tricky battle for second place by Lieutenant Whitcomb. On the last three laps they turned the gates directly in front of the judges' stand almost together. Blackburn had ignition trouble on the fourth lap and withdrew. There was some question for a time of disqualifying Whitcomb for cutting the southern pylons but when Judge P. F. Derognani and Governor E. M. Hart reported, they said that Whitcomb had started a full mile east of his course and then cut sharply back past, making the turn with his wing tip exactly over the pylons.



Commercial airplanes at the Dayton meet—(1) Howard PC2 on which Walter Lutz won the N.C.R. trophy; (2) Martin-Curtis C-1; (3) New Western Bomber; (4) OX3 Thermo-Motor on which C. L. Blackburn flew from Miami, N. D., to Dayton—1020 m.—with one stop. (5) Yeerdy Sport with OX3 engine; (6) Lord Seafair of the Major Aircraft Corp.

Curtiss's average speed for the race of 60 m. was 107 m./hr. Pitcock was second place with a speed of 105 m./hr. Captain Harvey was third. His speed was 98 m./hr. and that of Lieutenant Brown, who finished fourth, was 94 m./hr.

First prize, beside the trophy, was \$500, second prize \$250, and third prize \$100.

### The Curtiss Pursuit Race

As on the previous day the pursuit pilots from Billings, Field, Lieutenant Blackburn, Yonemoto and Whitcomb encountered with a surprising rivalry between the events. These men in the air was a revolution for many persons who had not previously seen the Curtiss P-1's performance, and this rivalry came right at hand at the aviation game. Not even the flying start, TCS, which attracted hundreds of persons, could draw the crowd's attention when this pursuit plane was for the Wichita Champion of Champions trophy was started. The race lasted for a flying start which meant for these planes a speed around 250 m./hr.

The third race was really too short for the Curtiss Pursuit. Their speed is considerably cut down by the almost vertical banking they do on the turn. Maj. Thomas Lutz, who won the race, turned the faster lap on his final 400 ft. His speed was 100 m./hr. for the lap and has a record for the 60 m. was 124 m./hr. The final course for the 60 m. is 50 m., about three times the distance of the C-1's race course which explains why these men

the corner of the pylons and not round. His speed averaged 134 m./hr. and Blackburn's was 120 m.

### Awards for Stunting

The stunting contest for airplanes was won by the Yeerdy Sport. As before took second prize and 1st finish third. In the military stunting contest Lieutenant Blackburn was adjudged the winner for his spectacular work on his Curtiss pursuit plane. Sergeant Johnson from Chaska Field was second. The crowd, with the memory of Mrs. Garvey's fatal leap still fresh in their minds, was horrified when Johnson leaped from a plane 1,500 ft. in the air holding to a parachute with one hand. As soon as the chute opened he fell into his arms and started falling through again. His fall 280 ft. when he pulled the wire which released the wood

### ON TO WICHITA RACE

Pilot	Plane	Speed
Edw. Pittcock	Yeerdy Sport	107 m./hr.
Edw. Blackburn	Yeerdy Sport	105 m./hr.
Edw. Whitcomb	Yeerdy Sport	100 m./hr.
M. A. Hart	Yeerdy Sport	98 m./hr.
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the motor of the plane and not round. His speed averaged 134 m./hr. and Blackburn's was 120 m.

parachute, and floated gently to earth. It was his first time at parachute jumping. Third place in the stunting was won by Lieutenant Blackburn. The first in Wichita race was won by Dick Phillips on an OX3 Swallow for a flight with three passengers from Lawrenceville, Okla., then adding another passenger performance to the score of the Wichita aircraft race.

The most seriously crash Sunday night, when the three aircraft crashed from the tower stand the women of the same race. The first in Wichita race was won by Dick Phillips on an OX3 Swallow for a flight with three passengers from Lawrenceville, Okla., then adding another passenger performance to the score of the Wichita aircraft race.

It should be added that the Derby Oil Co. of Wichita supplied all competing and visiting planes with free gasoline and oil, and that the cost of ground travel.

The account of the Wichita air meet would be incomplete if it did not mention Mrs. Gladys Martin, who, as "Typhoon Wichita," flew to Dayton in a Swallow piloted by Walter

Black to represent her home town at the National Air Race. She afterwards returned to Wichita and proved an efficient pilot, flying the most the limits of her previous knowledge and class.

Mrs. Martin apologized the warm-hearted Western spirit with which the city of Wichita greeted its aerial guests. Godwin and military, commercial pilots were unanimous in their opinion that they had been treated equally by the hospitality of the city and that the welcome they received had long been in their hearts. The Editor of Aviation, in particular, expressed his heartfelt thanks for the most beautiful acts of kindness and hospitality of which he was made a recipient and which he could not adequately reciprocate.

Wichita has placed itself on the aerial map with a flying motor that will be remembered as long as there is aviation only differently. The Wichita meet also demonstrated that aviation pilots will not only when treated civilly, just as the Dayton affair proved that aviation pilots will not stand for anything being done to their field as an aviation present that it is called for their presence in the air they will in the future go to places where the air is fine.

## Watching the Dawn of Commercial Aviation

"On to Wichita" and Some Incidental Happenings

By LADESLAS DORCY

We were "recomp" along merrily over the scrub fields of Indiana. The weather was perfect, a friendly East wind adding about 30 m. to our speed, and the countryside had that level character which is a constant source of envy to the Air Mail pilots who fly the New York-Chicago route.

### Four Persons on an OX3

Our ship, a new Swallow piloted by Lloyd Starnes, her designer, was flying her heavy load with a waxy air of self-satisfaction. There was plenty of reason for it, for the ship carried beside its pilot three passengers (Ted Malcomb, Bill Smith and the writer) and 50 gal. of gasoline when it took off at 6 a. m. Tuesday, Oct. 6, from Dayton, Ohio. The useful load averaged 580 lb., which with the OX3 engine and larger tank fitted brought up the total weight to about 2,000 lb. This means a wing loading of 7.5 lb./sq. ft. and a power loading of about 22 lb./hp. With this load our air speed was about 100 m./hr., and the climb from the ground remarkably smooth. It is hardly necessary to emphasize the wonder of such a performance.

As four after leaving Dayton, Indianapolis, or rather its smoke poll, came into sight, and another hour brought us over Three Rivers, also hidden under a smoke screen. The third hour passed, and the fourth was nearing its close. Twenty wonder men and we should have landed at St. Louis Field. But then Old Man Gloom grabbed hold of our tail and

submerged the ship into a good hard field adjoining a farmhouse, where a perfect landing was made.

A Frenchman who now appeared on the scene informed us that we were 2 m. south of St. Louis, Ill., about 30 m. out of St. Louis.

Down went the cowl, the valve gear was stripped and when the front cylinder had been removed it was found that the connecting rod had broken into two parts. A close examination disclosed that the water had gotten into the cylinder and from there into our faces. Due apparently to the shattering of oil the separator which holds the water in the bottom of the oil tank had broken into two parts. From one side to the other, during the time the cylinder was in process of being painted it. And the hole led to the water pump. It was an accident indeed of no far.

### Motor Repair Work on a Farm

There was nothing to do but to take down the engine—and that meant lifting it out of the ship with the motor hoist. There were nothing to speak of. However, by blocking the wheels and turning the ship over on its nose and the forward landing gear struts raised on a pair of wooden boxes the operation was successfully accomplished. To run the track on the landing gear, a rope was slung to the stanchion, and this was then "tied up" and slung to the nose. The nose of the ship was lifted forward, and then fastened to a motor truck. The whole thing was done in a few minutes. The engine and then was lifted. All of which was done with the wisdom of carrying on board more than one engine passenger and still keep the nose, even if you do forget to take along the big screwdriver and your own wrenches.

A wire to the Indianapolis Aircraft Corp. at St. Louis brought a complete OX3 engine and some tools by train—the nearest railroad station being only 5 m. away—while the crew went about the job of taking down the motor. Fortunately, for every reason, the engine was not a light motor, but an engine of an engine built and, after five hours of hard work the engine was successfully with the new cylinder in place, re-mounted and ready to run. And it started on the second swing of the prop. Old Man Gloom had departed.

### Why the Story is Told

After the motor had been warmed up sufficiently to furnish any more surprises, the engine was broken down, the engine was changed with good speed, even though the engine did

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Edw. Whitcomb	Yeerdy Sport	94 m./hr.

The race was a thing of beauty.









# Publisher's News Letter

By C. G. GREY, "The Aeroplane," London.

Advertising was invented in America. Nobody advertises so much or so emphatically as the American business man. It is more open, coming to a stranger than a stranger than any friendly hand, to find that about the only people in America who do not advertise at all, consciously or the first instance of the U. S. Army and Navy.

Of course the Services would not be so stupid or so conventional as to advertise in the ordinary way of publicity—except for military men. But they do advertise very successfully, for they get more free publicity than any business in the world, more perhaps than the U. S. Army and Navy.

What is the Secretariat and her top to the Pacific Coast and back except a huge advertisement for the Navy? She is as War value and so Commercial value. What Service value is as a purely commercial value. And her chief value is publicity.

What is the ZRI other than an advertisement. Under the Versailles Treaty she is forbidden to have any War value for reputation must not be put in War Material. She must be put in a commercial use within six months. But she is as commercial value. Therefore, except as an advertisement, a commercial, her only use is as an advertisement for the Navy or Army.

What were the flying displays at Dayton and elsewhere other than advertisements for the Army?

What were the Public Rooms of 1922 and 1923 other than advertisements for the Army and Navy? And was not the 1924 Pulitzer Prize intended as an advertisement for the Army? The fact that it turned out to be a very bad advertisement does not make it any less an advertisement.

Nobody blames the Army and Navy for advertising. The man that advertises the more money they are necessary out of Congress for more men and more aircraft. And the bigger the Air Service grows the better for the Defense of America—and undoubtedly the better for the Aircraft Industry.

Apparently their advertising ends goes so far as raising an advertising journal of their own. It is true that outside England, Russia, where everything internally belongs to the State (having the radio-act), no Service publication would be allowed to compete directly with a commercial enterprise, so as to be allowed by the American Service High Commission. But the fact that U. S. Air Services does not share in which the Commanding Officers of the Army and Navy Air Service represent the most sense of advertisement.

With such a magnificent example of advertisement before them it is the more surprising that the American Aircraft Industry does not advertise more. The support given by the Trade in AVIATION, America's one and only technical aircraft paper, looks lamentably allusive that given to the English, French and Italian and even the German aircraft press.

Talking to people in the Trade, one meets the old, old statement that the Trade has only one customer, the Government and so there is no need to advertise. That is the poorest possible argument in favor of the worst kind of false economy. For this, as a day's work—

In the first place, any Trade that hopes ever to become an industry needs a strong trade paper to fight its battles. And it needs a big trade paper in which to air its arguments. A big

and strong trade paper costs money for salaries and wages, for paper and printing. And unless the proprietor happens to be a millionaire philanthropist Trade advertising must bear a part of the burden. If it does not, then the paper goes out and the Trade is left without either a definite burden or an asset.

In the second place, it pays to advertise to Government Services. After all, who are the people on whom the buyers of aircraft and motors and accessories and material ultimately depend? They are the pilots and engineers and mechanics of the Flying Services. If a plane or a propeller or a motor or a motor gets a bad name from them and it is not going to be sold very long, and if it gets a good name it is going to be bought in the long run. And good advertising is the best and cheapest way of making a good name.

The pilots and engineers and mechanics use the Aircraft Trade which the retail buyer is in any other trade. They set the terms of the game. When an advertisement has asked the name of an article into their hands they ask for a few more station items, which is the retail trade of commerce. When the stores of various stations have been asked often enough they demand supplies of that article from the supply depots, which correspond to the wholesale merchants of commerce. When the supply depots have been asked often enough by enough stores they ask in turn for that article from the purchasing departments of the Services, which correspond to the wholesale merchant who buys and sells without ever seeing his goods in bulk and dealing only in samples.

That you have repeated to the Services exactly the same class of purchasers which you find in any other trade. Try it for yourself if you don't believe it. Think of all the names of the best newspapers in Europe and you will find yourself merely repeating a list of the biggest advertisements in the English and French aviation papers. These firms advertise because they make the best aircraft and not most of them. Also they make the best aircraft because they have the know-how not only to make them but to advertise them.

The man who has not the intelligence to advertise largely and cheaply may make one or two good airplanes, just as a village bootmaker may make one or two good pairs of boots. But the man who wants to make good goods and make them in quantities and so make big money has to spend money on advertising.

Also, it has been said that a nation has the newspapers it deserves. It is perfectly certain that an industry has the trade journals it deserves. If a Trade will not support its trade journals that journal cannot support the Trade. And buyers at home and abroad whether in the Services or not, almost inevitably estimate the importance of a Trade by the general appearance of the journal which it supports. The Trade which has a poor-looking journal must be a poor trade.

But if a trade does happen to be poor owing to temporary bad trade there is no need to advertise the fact by issuing a poor-looking trade journal. If it comes to a question of economy it is better to get rid of a poorer clerk and advertise well than to give advertising and keep the clerk. For the salary of a clerk will buy a bigger advertisement in any serious trade paper that exists or for

## A Suggested National Air Policy

That a National Aviation Policy is needed by the United States is obvious. To get such a policy in concrete form AVIATION requested several thoughtful friends of aeronautical progress to make suggestive and constructive recommendations. Some of them are given below and will be printed each week with additions, omissions and such other changes as appear to be helpful toward the formulation of a sound national air policy. Readers of AVIATION and others can render no greater service to the cause of aeronautical progress than contributing their comments and suggestions.

### GOVERNMENTAL.

- A continuing program of aircraft development both governmental and commercial.
- A civilian, shared with transportation a national air policy, is needed by the Government. \*Calicut Aircraft committee in the House and Senate to hold aircraft hearings where civilians as well as government officials can express their opinion. \*Completed of this
- A detailed aircraft budget for all Governmental Departments, and an annual statement of all expenditures.
- An experienced staff of flying officers at the head of all governmental air defense services.
- Continuation of all government and experimental aircraft work of the government under an agency.
- \*Continuation of the aircraft experimental development of the government having government in the various branches themselves.
- Limitation of government monopolies to repair of aircraft and specialized work that cannot be done by private firms. \*No limitation on commercial construction.
- The elimination of the duplication of actual functions and facilities by government departments.
- A country-wide Air Mail system of trunk lines connecting the principal cities of the country. \*Retention for use as mail pilots.
- Establishment of a National Airway System through cooperation of the Federal Government with States and Cities. \*A flying field in every large city.
- A national aircraft law that will replace aviation administered by patchwork pilots and experienced aeronautical engineers. \*And federal air police.
- Membership of the United States in the International Convention for Air Navigation.
- \*Increased governmental expenditure for civil development.
- \*Encouragement of aviation rather than subsidy.

### COMMERCIAL AIRCRAFT OPERATION.

- Creation of commercial air lines by private enterprise or government subsidy.
- Encouragement of participation by private companies in aircraft races and competitions.
- Encouragement of the training of pilots by civilian schools.
- Creating an Expert or Corps expert flying men all over the country by frequent gatherings at aviation meets.
- \*Encouragement of air and water sport.
- \*A continuing organization, including representatives of all important points of view in aeronautics, for the discussion of standards for aeronautics which standardization is desirable.

### INDUSTRIAL AIRCRAFT CONSTRUCTION.

- Recognition that a sound aeronautical industry is a prime necessity of our National Defense.
- An active industrial association that will coordinate the aircraft industry and defend it from attack.
- Encouragement of the designing of new types of aircraft by manufacturers by allowing them to retain their proprietary rights.
- Continuation of manufacturing firms on specialized types of army and navy aircraft. \*If this production demands are falling.
- Encouragement of research by contractors, universities and other agencies as well as by the government.
- Encouragement of an annual design competition for commercial aircraft.

### CIVILIAN.

- A national aeronautical organization composed of public spirited citizens that will take a strong position of leadership in national aeronautical policy. \*Unification of all aeronautical organizations into one national association will develop in all cities and towns.
- An Annual Aviation Week during which the country will think of aerial progress. \*52 such weeks.
- The formation of local air clubs by firms for the purpose of stimulating flying in all localities.
- Encouraging the public to fly and patronize the air mail and transport facilities.
- \*The encouragement of gliding and soaring contests, especially intercollegiate.

\*Suggested changes.







# Lamblin radiators

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used all over the world

on more than 10,000 aircraft

*Fitted to the winners of the following events: Gordon Bennett Cup, 1920, 1921, 1922; Pulitzer Trophy, 1921; Circuit of Brescia: London Aerial Derby, 1922, 1923; the British Speed Record; Grand Cup of Italy, 1921, 1922; Lamblin Cup, 1923, 1924; Zenith Cup, 1923, 1924; Olympic Games Cup, Antwerp; Morane Challenge; Grand Prize of the Aero Club de l'Ouest (France); Grand Prize for Transport Planes (France), 1923, 1924; World Duration Record; World Speed over Distance Records (Airplane and Seaplane); World Altitude Record.*

For particulars apply to

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UNION, UNION COUNTY, N. J.

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BALTIMORE, MD.

# Speed and Efficiency



THE NEW SWALLOW, 3-PLACE, OX5 COMMERCIAL SHIP

## NEW SWALLOW VICTORIES

### At Dayton

First in the Efficiency Event of the Aviation Town and Country Club of Detroit Trophy

"This victory was fully deserved and may be regarded as a public consecration of the wonderful flying and load carrying qualities of this handsome ship" \* \* \* "The take off flying and landing of the New Swallow mark an immense improvement over the OX5 engine, converted war designs—and a good many newer and more heavily armed ships."

\* \* \* "It was truly a revelation to see how thoroughly the dangerous tricks so common to many airplanes can be eliminated by a clever designer." (AVIATION, October 13)

### At Wichita

First in both the "On to Wichita Race" and the Free-for-All Race for the Innes Trophy

**SWALLOW AIRPLANE MFG. COMPANY**

WICHITA, KANSAS